



**UMN**  
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# Coordinating Sales Promotion with Other IMC Tools

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# IMC TOOLS



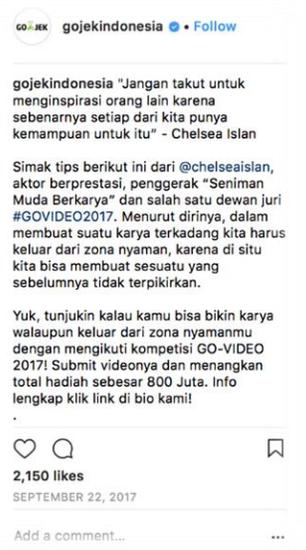
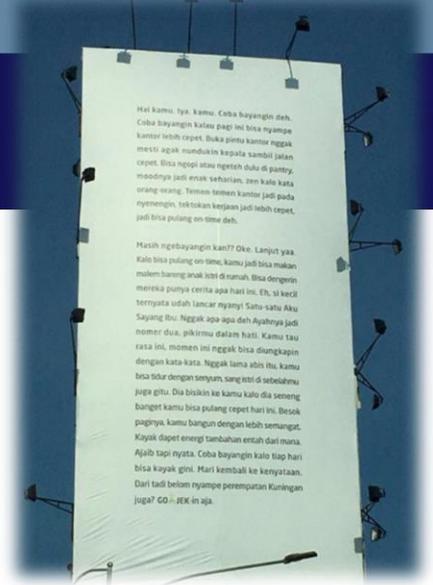
# SYNERGY OF SALES PROMOTION AND OTHER PROMOTION TOOLS

Proper coordination of sales promotion with other IMC tools is essential for the company.

In the promotional process, sales promotion techniques usually work best in conjunction with advertising and other IMC tools.

IMC campaign can be enhanced by consumer-oriented sales promotion.

Rather than separate activities, advertising and sales promotion should be viewed as complementary tools.



# BUDGET ALLOCATION

## A LARGE AMOUNT OF BUDGET MIGHT BE ALLOCATED TO SALES PROMOTION TOOLS, SUCH AS SAMPLING AND COUPONING TO INDUCE TRIAL

SG. EveryDayOnSales.com

### COUPONS

<p><b>\$5</b> BIG MAC® WITH MEEZ COCA-COLA(S) ONLY VALID FROM 12PM-3PM</p> <p>SAVE UP TO \$1.55</p>	<p><b>\$5</b> DOUBLE FILET-O-FISH® WITH MEEZ COCA-COLA(S) ONLY VALID FROM 12PM-3PM</p> <p>SAVE UP TO \$2.55</p>	<p><b>\$5</b> DOUBLE McSPICY® WITH MEEZ COCA-COLA(S) ONLY VALID FROM 12PM-3PM</p> <p>SAVE UP TO \$3.40</p>
<p><b>\$2</b> 6PC CHICKEN McNUGGETS® WITH PURCHASE OF ANY EXTRA VALUE MEAL™</p> <p>SAVE UP TO \$2.00</p>	<p><b>\$2</b> CHICKEN MUFFIN ONLY VALID DURING BREAKFAST HOURS</p> <p>SAVE UP TO 95¢</p>	<p><b>\$2</b> 2PC HOTCAKES ONLY VALID DURING BREAKFAST HOURS</p> <p>SAVE UP TO 63¢</p>
<p><b>\$1</b> 2 X VANILLA CONES AVAILABLE AFTER BREAKFAST HOURS TILL 11PM</p> <p>SAVE UP TO 40¢</p>	<p><b>\$2</b> FRENCH FRIES(S) &amp; SUNDAE AVAILABLE AFTER BREAKFAST HOURS TILL 11PM</p> <p>SAVE UP TO \$1.00</p>	



# BUDGET ALLOCATION

PROMOTIONAL BUDGET MIGHT BE USED PRIMARILY FOR ADVERTISING  
TO KEEP THE BRAND NAME IN CONSUMER'S MIND



# BUDGET ALLOCATION

ADVERTISING IS PRIMARILY A REMINDER TO KEEP CONSUMER AWARE OF THE BRAND. SALES PROMOTION MAY BE NEEDED TO MAINTAIN

**BUY 1 HOLIDAY DRINK, GET 1 FREE**  
NOV 18-21, 2-5P.M. AT YOUR LOCAL STARBUCKS



**ENJOY THE TASTE OF THE SEASON WITH ANY OF THESE DELICIOUS DRINKS:**

Caramel Brulée Latte, Peppermint Mocha, Peppermint White Chocolate Mocha, Peppermint Hot Chocolate, Gingerbread Latte, Eggnog Latte, Caramel Brulée Frappuccino® blended beverage, Peppermint Mocha Frappuccino® blended beverage.

When big things become small,  
*it's fun.*



Introducing new MINI OREO that will bring you instant delight. You will certainly love to enjoy the cute MINI OREO at the first bite.



IT JUST TASTES BETTER 



**IT'LL BLOW YOUR MIND AWAY**



**BK SUPER SEVEN INCHER**



**\$6.25 MEAL**

Fill your desire for something long, juicy and flame-grilled with the **NEW BK SUPER SEVEN INCHER**. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.® Thick & Hearty Steak Sauce.

All our products are prepared in 100% vegetable oil. TM & © 2006, 2009 Burger King Corporation. All rights reserved. Available for limited time only. Offer subject to change without prior notice. While stocks last. Terms and conditions apply. Visuals shown are for illustration purposes only. Meals vary at selected outlets. Not available at 24 Hour, Theme Park, © 2007 The Coca-Cola Company. "Coca-Cola," the Dynamic Ribbon Device and the Whisker Dynamic Ribbon are trademarks of The Coca-Cola Company.

# COORDINATION OF ADS AND PROMOTION THEMES

- Sales promotion tools should attempt to communicate a brand's unique attribute or benefits and to reinforce the sales message or advertising campaign theme.
- At the same time, media advertising and other IMC tools should be used to draw attention to sales promotion offer.

# MEDIA SUPPORT AND PLANNING

- Media advertising is often needed to deliver such sales promotion materials, such as coupon, premium offers, even samples.
- It also needed to inform consumers of a promotional offers as well as to create awareness, interest, and favorable attitude towards brand.



- By using advertising in conjunction with a sales promotion program, marketers can make consumers aware of the brand and its benefit, and also can increase their responsiveness to the promotion.
- Product trial created through sales promotion technique such as sampling or high value couponing is more likely to result in long term use of the brand.

**BETADINE**  
**Get Active With Your Kids**  
 STAYING ACTIVE, FOR HEALTHY LIVING

Minggu, 5 Februari 2017  
 10.00 - 13.00  
 Rockstar Gym Kota Kasablanka  
 Mall Kota Kasablanka,  
 3rd Floor Unit #303,  
 Jakarta Selatan

Talkshow with:  
**Tema: Langkah Pertama Atasi Kuman**

**Fifi Alvianto**  
 (Founder @casaelana dan @hijupmagazine)

**Dr. Mery Sulastri**  
 (Product Educator and Consultant Mundipharma)

Sponsored By  
**BETADINE<sup>®</sup> Sabun Cair Antiseptik**

**mommiesdailydotcom**

Untuk informasi lebih lanjut, baca produk informasi. Untuk petunjuk pemakaian, penanganan dan cara penanganan jika terjadi kesulitan

alodita • Following

alodita Jika ada hal kecil yang kita lakukan itu bisa menginspirasi orang lain akan menyenangkan sekali ya! Salah satunya lewat Betadine Sabun Cair ini, nggak nyangka banyak banget respon teman-teman begitu antusias dan menginspirasi. Produk ini bisa jadi penyelamat kalau jerawat lagi muncul, pas keringetan, bau badan, pulang dari rumah sakit, traveling, dan paling penting kalau kita punya anak-anak. Betadine Sabun Cair nggak perlu dipakai setiap hari, yang penting pas kita butuh aja. Siapa yang udah coba tunjuk tangaannnn! 🥰 #BetadineSabunCair

satulemari Aku belum, tp selalu penasaran tiap ka alo review.. Di minimarket biasa ada ya?

mommaberruang Tried it for my acne it works!!! As you said in 2 days zit gue kering... pertama kali nyoba hasil sesuai rekomendasi and testimonial 🙌🙌🙌🙌🙌🙌

483 likes  
 JANUARY 31

Add a comment...

**BETADINE**  
 Sabun Cair  
 100ml

Rp. 44.900/pc  
 Rp. 35.900/pc

20%



michimomo • Following

michimomo Hey love! As you all know, I have been into #WhatsInYourBag flatlay images! And here I dare you to make your own version of #WIYB flatlay with Betadine Feminine Hygiene or Betadine Antiseptic Skin Cleanser.

Post it to your account, tag @wiyb.id tag 3 friends with hashtag #wiyb #WIYBxBetadine to win bag from @s.rw and voucher from MAP that worth millions IDR!

dietplum.bwl 🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌

mirfanmaulanayusuf Kangen ka @michimomo mukbang wkwkkk.

abibayu Belum diedit captionnya kak abibayu 🥰

andrizyn Ka itu harus bngt langsung copas? Kaaa etaaa terangkanlahhhgg

756 likes  
 NOVEMBER 25, 2017

Add a comment...

# Thank You